

SERVING ADULTS AND YOUNG ADULTS

Goal: Rowan Public Library supports lifelong learning for adults and young adults as they seek to realize their personal and educational goals, develop their talents, and enrich their lives by providing quality resources, services, and programs.

Program Summary

- ▶ *Developing collections for recreational, informational and educational interest.*
- ▶ *Providing homework help for students of all ages.*
- ▶ *Creating programs of interest to adults and young adults.*
- ▶ *Answering questions from the very simple to the very complex.*
- ▶ *Connecting Library users with computers and online resources.*
- ▶ *Teaching basic computer skills.*
- ▶ *Supporting adult literacy programs.*
- ▶ *Valuing our rich heritage by collecting local history and genealogy materials and providing research assistance.*

Objective 1: Reduce the customer's waiting time for bestsellers and other popular materials to no longer than three months by FY2004.

Desired outcome: Improved service to customers; increased circulation.



Activity A: Develop a means of tracking the number of customer reserves for bestsellers/popular materials by mid-FY2004.

Activity B: Acquire one copy of a title for every four customer requests beginning in mid-FY2004.

Objective 1: (continued)

Responsibility: Adult/Young Adult selectors
Acquisitions staff
Circulation staff

Cost: at least \$5,000 additional funding (or reallocation of existing funds).

Objective 2: Expand the audiovisual collection so that DVDs and books on CD comprise about 15% (approximately 1,600 items) of the total adult/young adult audiovisual collection by FY2006.

Desired outcome: Respond to customer requests for DVDs and books on CD; maintain, or increase circulation of audiovisual materials.

Activity A: Allocate new funds and/or reallocate existing funds to acquire DVDs and books on CD.

Activity B: Select and acquire at least 500 DVDs and books on CD annually.

Responsibility: Audiovisual selector
Information Technology staff

Cost: \$15,000 - \$20,000 annually



Objective 3: Promote customer use of library materials system wide with at least six thematic visual displays annually by FY2005.

Desired outcome: Increased use of library resources.

Activity A: Determine themes and develop displays based on these themes at the beginning of each year.

Activity B: Evaluate how well the displays promote use of the materials at the end of each year.

Responsibility: Management staff (determine themes)
Public services staff

Cost: Annual operating budget

Objective 4: Expand program activities for adults and young adults by FY2005.

Desired outcome: Offer customers a greater variety of programming; increased program attendance.

Objective 4: (continued)

Activity A: Develop and present a history/genealogy program targeted to scouts by FY2004.

Activity B: Initiate a lunch hour book discussion group at the library headquarters by FY2004 (modeled on East Branch program).

Activity C: Develop information technology programs specifically aimed at young adults by FY2005.

Responsibility: Local History/Genealogy Supervisor
Information Services staff
Information Technology staff

Cost: Annual operating budget

Objective 5: Expand the use of “eBook” technologies (audible, text, or other formats) in fulfilling customer needs for information/materials by FY2006.

Desired outcome: Customers will have access to more information/materials;
Information will be more readily available to customers.

Activity A: Explore options for utilizing eBook technologies to fulfill customer needs and develop a plan by FY2004

Activity B: Fund and implement a plan to expand the use of eBook technologies

Responsibility: Information Technology staff
Information Services staff

Cost: Not yet known

Objective 6: Improve and expand the digital archives of local historical documents available through the library’s web site by FY2006.

Desired outcome: The library’s web site will be richer and attract more visitors.
as a result of visits to the web site.

Activity A: Select, digitize, and publish to RPL’s web site 50 historical documents annually, beginning in FY2005.

Activity B: Develop and publish finding aids for current and newly added digital documents by FY2005.

Responsibility: Local History/Genealogy staff
Information Technology staff

Cost: Annual operating budget

Objective 7: Open the rare book room for public use and put the Catesby books on permanent public display by FY2004.

Desired outcome: Public will gain access to rare North Carolina resources.



Activity A: Complete the cataloging and processing of the rare book collection by FY2004.

Activity B: Develop policies and procedures for operation of the rare book room by FY2004.

Activity C: Arrange a permanent display of the Catesby books by FY2004.

Responsibility: Library Director (funding)
Library Board (policy approval)
Local History/Genealogy staff

Cost: \$3,000 -\$5,000

Objective 8: Improve access to information and library resources by FY2004.

Desired outcome: Easier customer access to information and library resources.

Activity A: Install a new automation system by end of FY2004.

Activity B: Implement a usability testing program to determine ease-of-use of the library's web site by FY2005.

Objective 8: (continued)

Activity C: Redesign the library's web site based on data collected from usability Testing by FY2005.

Responsibility: Informational Technology staff
Operations Manager

Cost: Annual operating budget

Objective 9: Improve and expand readers' advisory services for adults and young adults by FY2006.

Desired outcome: Staff will be able to better assist customers in fulfilling their reading/listening/viewing needs.

Activity A: Provide staff with at least two readers advisory programs annually.

Activity B: Implement an automated new book alert service targeted to individual customer interests by FY2005.



Activity C: Select and install software to enable the library to operate a web-based book discussion board by FY2006.

Activity D: Provide a self-service public fax machine at library headquarters by FY2005.

Responsibility: Information Services staff
Information Technology staff

Cost: Annual operating budget